

R. J. REYNOLDS TOBACCO COMPANY, INC.
U.S. MILITARY/DUTY FREE

DATE: November 16, 1995

TO: ROM's

SUBJECT: U.S. Military Coupon/Discounting Strategy

Attached, please find the revised/updated U.S. Military Coupon/Discounting Strategy for Full Price and Savings Brands. Please forward to any sales personnel in your Region with Military coverage accountability. Should no sales personnel in your Region have Military accountability, please disregard.

Thank you for your assistance and please contact Ralph Gaillard, Richard Beck or a Military Region Manager if you have any questions.

R. J. Reynolds Tobacco Company/U.S. Military/Duty Free BU

cc: R. Gaillard
J. Kies
A. Caban
G. Brown
S. Sandman
C. Wheedleton

	<u>Sales</u>		<u>Retail</u>
1221		1222	
1222		1223	
1223		1226	
1224		1229	
1225		ROM	
1226		PC	SC
1229		MC	PA
1240			
1244		RSM	RBM
1331			

51847 3909